

Phase 4 individual project 4

[Science](#), [Social Science](#)



Phase 4 Individual Project 4 There is no doubt in that the contemporary business world is much different from its counterpart that existed in the previous centuries. One of the major difference lies in the amount of attention that is being devoted to social corporate responsibility and engagement of environmental ethics. This might be explained by the fact that the modern business is able to have much stronger effect on the environment and that is why many companies need to be aware of the possible negative consequences of their business. This paper will provide a four step plan for improving image of a company, keeping in mind the above mentioned issues.

The first step would be to develop or at least design various initiatives that might help the local community. This way the company will show the acknowledgment of its role in the setting where it operates and will act accordingly (Mullerat, 2005). Furthermore, it will make connections with other companies in the local scene and this way becomes an integral part of the setting.

The next step should focus on the environmental problems that the community experiences. There are several reasons for that. First of all, it is rather difficult to find a community that does not have environmental problems; that is why it often becomes one of the major concerns on the local level. Secondly, by paying its attention to the environmental problems of a community, a company will show its commitment to stay in it for quite a long period of time.

The next step that a company should perform to improve its image is to become a role model for other, smaller companies. By doing so, the former

will show that it is willing to cooperate and become a valuable contribution to the local scene. Of course, this step requires existence of successful programs that will inspire others. This might be regarded as a motivation for successful completion of the projects. Indeed, it is rather difficult to improve ones image without playing an active role as a leader.

The last step should focus on explaining that the environment interest of the local community prevails over corporate interests of the company. This is a sure way to show commitment to sustainable development which is highly praised by the contemporary companies (Pearce & Barbier, 1990). This will be a statement which says that a company does not employ the old ideology of maximizing the return on investment at any cost, but acknowledges its potential impact on the local level, including the environment.

Having examined all the points which were mentioned in the paragraphs above, one is able to come time the following logical conclusion, namely that it is quite possible to improve image of a company with the help of these four steps. First of all, it is essential to develop programs that would benefit the local community. Secondly, the company should focus its attention on the environmental problems. Thirdly, the cooperation with the local companies should be facilitated. Finally, it is important to show the appreciation of sustainability.

References

Mullerat, R. (2005). *Corporate social responsibility: The corporate governance of the 21st century*. The Hague: Kluwer Law International.

Pearce, D., & Barbier, E. (1990). *Sustainable development: Economics and environment in the Third World*. Aldershot: E. Elgar.